

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 21, 1997

RJR Account #194040  
Ms. R. Fairbanks  
FINKLE DIST., INC.

**WINSTON B2GF CAP / PROMOTION #700927**

Dear Ruth:

WINSTON regular product has been ordered (see quantities listed below), as well as **148** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>3</u>
12300-11906	Light Box	6M	<u>2</u>
12300-11012	Full Flavor	12M	<u>3</u>
12300-11212	Full Flavor Box	12M	<u>3</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$7,091.70

Non-EFT \$ Amount:

\$N/A

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-2-

B2GFP

FINKLE DIST., INC.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$276.27 (9.87 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162303

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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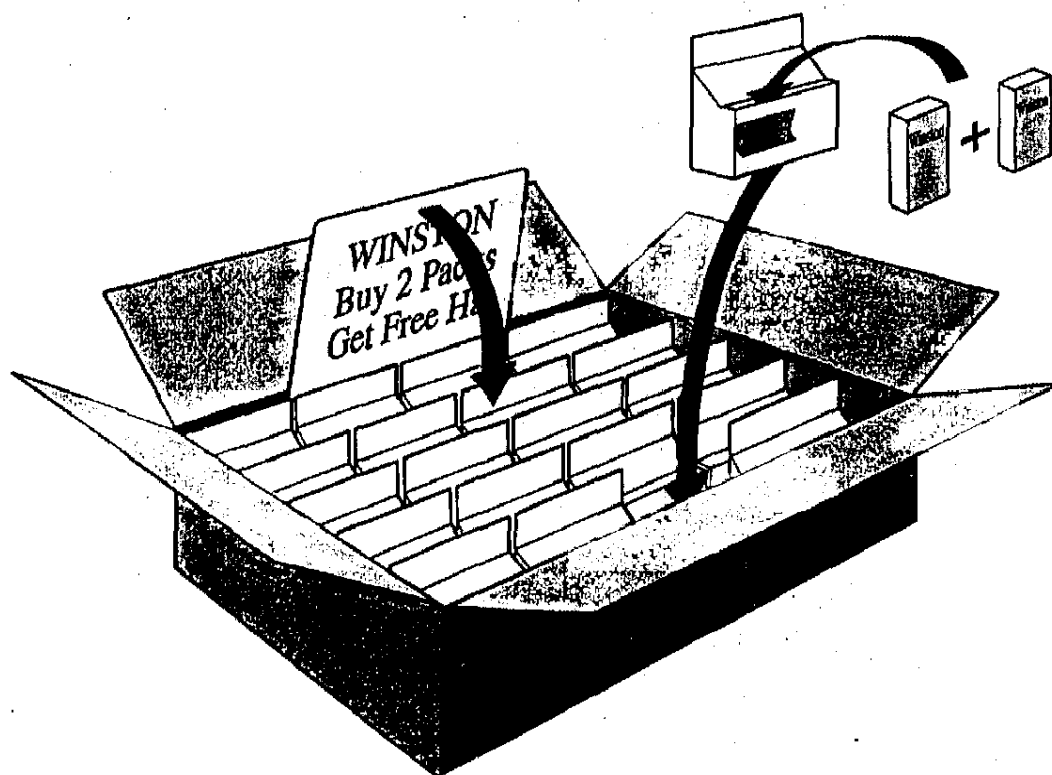
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

### STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

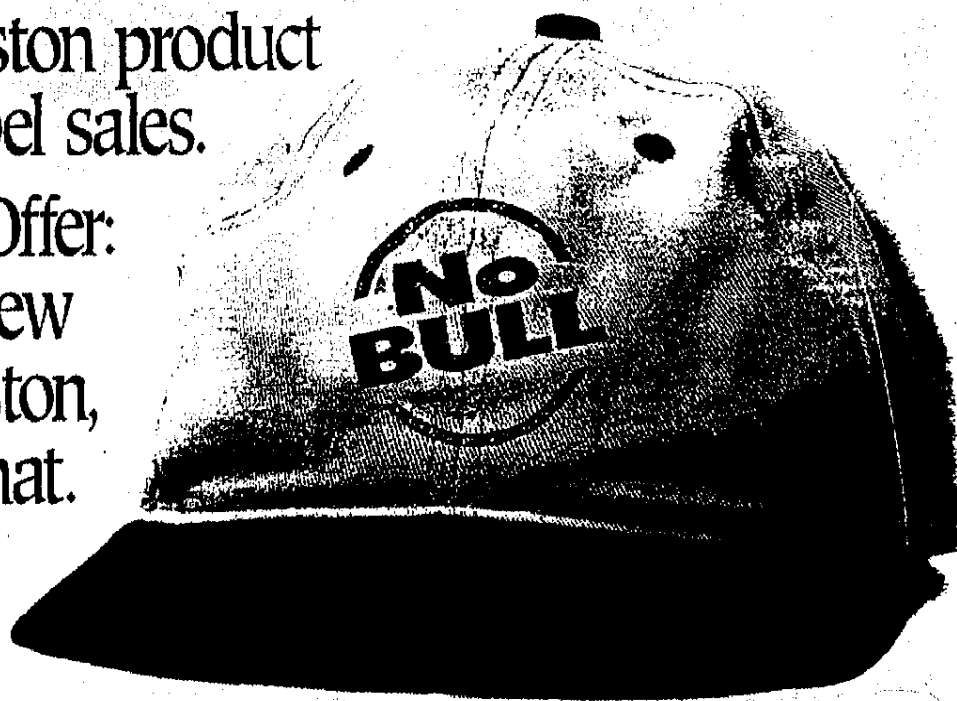
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light King</i>	<i>Light Box</i>	<i>FF King</i>	<i>FF Box</i>		
Number of Cartons	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>		

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# The right premium **CAPS** everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.  
Lots of additives in  
your cash register.

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 700927 71000 WIN OCT HAT  
 TEMPLATE SEQ : 0018  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162236	673953	BILL'S CLEVELAND	276 STATE ROUTE 4	CLEVELAND	NY	13042	1				(315) 675-8812
162204	162226	369552	RED BARREL #20	503 E MAIN ST	ENDICOTT	NY	13760	1		1872-0000	024893	(607) 754-8009
162204	162226	423441	RED BARREL #21	ROUTE 7	SANITARIA SPGS	NY	13833	1		1872-0000	024901	(607) 648-2700
162204	162226	580011	RED BARREL #11	63 MAIN ST	BINGHAMTON	NY	13905	1		1872-0000	024802	(607) 724-7319
162204	162226	941738	RED BARREL #15	1454 FRONT ST	BINGHAMTON	NY	13901	1		1872-0000	024844	(607) 722-7509
162205	162230	699104	POOJA ENTERPRISES	4223 MILTON AVE	SYRACUSE	NY	13219	2			959460	(315) 488-7944
162205		760381	POPPY'S PLACE	507 WESTCOTT ST	SYRACUSE	NY	13210	1				(315) 474-0699
162205	162230	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	13204	1				(315) 471-4397
162206	162236	172167	B & K CONVENIENCE	4644 TABERG ROAD	TABERG	NY	13471	1				(315) 337-7511
162206	162233	177340	PALACE CIGAR STORE	277 MAIN ST	ONEONTA	NY	13820	1			906305	(607) 432-8385
162206	162233	177363	RED BARREL #1	RTE 23, SOUTHSIDE	ONEONTA	NY	13820	1		1872-0000	024711	(607) 432-8880
162206	162233	301419	RED BARREL #17	1 ONEIDA ST	ONEONTA	NY	13820	1		1872-0000	024869	(607) 433-1425
162206	162234	597204	DOLGEVILLE NEWS	6 SO MAIN ST	DOLGEVILLE	NY	13329	1			959775	(315) 429-8487
162206	162237	607467	LYNDON MOBIL	6898 EAST GENESEE	FAYETTEVILLE	NY	13066	1		1850-0000		(315) 445-9098
162206	162233	632711	RED BARREL #7	325 MAIN ST	ONEONTA	NY	13820	1		1872-0000	024760	(607) 432-1123
162206	162236	762157	SAKRAN & CESARIO IN	7595 KIRKVILLE RD	EAST SYRACUSE	NY	13057	1			964171	(315) 656-7751
162206	162237	762367	MANLIUS MOBIL	325 FAYETTE ST	MANLIUS	NY	13104	1		1850-0000		(315) 682-1330
162206	162235	762641	RED BARREL #5	1 E MAIN ST	WEST WINFIELD	NY	13491	1		1872-0000	024745	(315) 822-5785
162206	162237	186747	MOBIL #08545F	224 W GENESEE ST	FAYETTEVILLE	NY	13066	1	NYS	1850-0000		(315) 637-5691
162210	162233	337733	RED BARREL #18	RTE 7 & 8	SIDNEY	NY	13838	1		1872-0000	024877	(607) 563-2524
162210	162233	370022	RED BARREL #19	ROUTE 28	MARGARETVILLE	NY	12455	1		1872-0000	024885	(914) 586-2526
162210	162233	463736	RED BARREL #24	WEST & DELAWARE S	WALTON	NY	13856	1		1872-0000	024935	(607) 865-4080
162210	162227	643758	GUJAR PETROLEUM	RT 209	ELLENVILLE	NY	12428	2				(914) 647-5901
162210	162233	767363	RED BARREL #3	1 W MAIN ST	SIDNEY	NY	13838	1		1872-0000	024737	(607) 563-1321
162210	162233	424893	RED BARREL #22	65-69 BRIDGE & MA	UNADILLA	NY	13849	1	NYS	1872-0000	024919	(607) 369-3500
162302		130731	KING FOODS	BAY & QUAKER ROAD	GLENS FALLS	NY	12801	1		2682-0000		(518) 792-8201
162302	162320	362026	BAILEY DELI & BAKER	43 CANADA ST	LAKE GEORGE	NY	12845	1			986356	(518) 668-4730
162302	162320	737465	THE CORNER DELI	36 FEEDER DAM RD	S GLENS FALLS	NY	12803	1				(518) 792-1858
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	12839	1				(518) 747-0100
162302	162320	766818	LUZERNE MARKET	MAIN STREET	LAKE LUZERNE	NY	12846	2				(518) 696-4234
162302	162320	767092	MINI CHOPPER #63	127 RIDGE ST	GLENS FALLS	NY	12801	1		1427-0000		(518) 792-7736
162302	162320	177013	CHESTER MARKET	RIVERSIDE DRIVE	CHESTERTOWN	NY	12817	2			906164	(518) 494-3013
162302	162320	177114	THE CROSSROADS GROC	DIXON ROAD	CHESTERTOWN	NY	12817	1				(518) 494-3821
162302	162320	320476	D & G HARDWARE	RT 9 MAIN ST 18	WARRENSBURG	NY	12885	2				(518) 623-3592
162303	162234	026388	RED BARREL #10	RTE 7 & 30A	CENTRAL BRIDGE	NY	12035	1		1872-0000	024794	(518) 868-2659
162303	162324	027186	SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	12304	3				(518) 393-3737
162303	162322	130267	REID HILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	12010	1				(518) 842-4721
162303	162324	130271	CLYDES STOP N SHOP	WASHINGTON ST & PE	JOHNSTOWN	NY	12095	1				(518) 762-2990
162303	162322	175613	MINI CHOPPER #64	821 NEW SCOTLAND	ALBANY	NY	12208	1		1427-0000		(518) 489-8081
162303	162324	175765	MINI CHOPPER #65	2248 BROADWAY	SCHENECTADY	NY	12306	1		1427-0000		(518) 372-4960
162303	162322	176593	FULLERS CORNER STOR	RR 1 BOX 547	NORTHVILLE	NY	12134	1				(518) 863-4190
162303	162234	177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE	NY	12078	1				(518) 725-7422

WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 700927 71000 WIN OCT HAT  
 TEMPLATE SEQ : 0018  
 SALES LEVEL : 16XXXX

DATE: 97-08-11  
 TIME: 03:12 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162324	240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	12308	5				(518)382-8477
162303	162324	287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	12072	1				(518)853-4722
162303		343317	KING FOODS 8605	1600 WESTERN AVE	ALBANY	NY	12203	1		2682-0000		(518)456-6388
162303	162234	363861	FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	2				(518)993-4988
162303	162234	440243	CONVENIENT CORNERII	5 COMERIE AVENUE	JOHNSTOWN	NY	12095	1		3643-0000		(518)762-7353
162303	162322	472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	12010	2				(518)842-2537
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1				(518)355-4370
162303	162324	546784	CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	1		3643-0000		(518)993-3595
162303	162234	558185	MINI KWIK	207 W FULTON ST	GLOVERSVILLE	NY	12078	1				(518)725-5289
162303	162324	565311	UPTOWN BEVERAGE	1866 ALTAMONT AVE	SCHENECTADY	NY	12303	3				(518)355-2305
162303	162322	577317	MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	1				(518)863-4363
162303	162324	578453	OZBAY SERVICE CENTE	1605 BROADWAY	SCHENECTADY	NY	12306	5				(518)374-8867
162303	162322	579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVILLE	NY	12137	1				(518)887-9812
162303	162322	586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	3				(518)399-8773
162303	162234	589558	BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	NY	12095	1				(518)762-4617
162303	162324	619887	BONFARE FN PD 51053	2009 BROADWAY	SCHENECTADY	NY	12306	1				(518)883-6136
162303	162324	626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	5				(518)382-1491
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE	NY	12078	1				(518)725-9153
162303	162234	642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILLE	NY	12078	5				(518)773-8221
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVILLE	NY	12137	1				(518)864-5496
162303	162234	693380	MARIANNE'S MINI MAR	1008 STATE HIGHWA	GLOVERSVILLE	NY	12078	1				
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	1				(518)762-6677
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1				(518)355-8760
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1				(518)762-5367
162303	162234	757103	TWINS	SEC INC.	JOHNSTOWN	NY	12095	1				(518)762-4421
162303	162324	767243	MINI CHOPPER #85	1810 VAN VRANKEN	SCHENECTADY	NY	12308	1		1427-0000		(518)393-5054
162303	162324	767268	EASTERN PARKWAY #70	838 MCCLELLAN ST	SCHENECTADY	NY	12304	1		1427-0000		(518)374-0302
162303	162324	767617	TIFFANNY'S CNTRY MK	8413 WESTERN TPKE	DELANSON	NY	12053	1				(518)895-8328
162303	162322	767809	NORTHVILLE ROBIN SE	MAIN & BRIDGE	NORTHVILLE	NY	12134	1		3643-0000		(518)863-8901
162304	162321	175519	BONFARE FN PD	2 SOUTH ST	BALLSTON SPA	NY	12020	1				(518)885-4443
162304	162322	176552	DICK & JERRY'S	ROUTE 29 & ROUTE	GALWAY	NY	12074	1				(518)882-9394
162304	162322	176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	12074	1				(518)882-9414
162304	162321	176702	MINI CHOPPER #61	91 N MAIN ST	MECHANICVILLE	NY	12118	1		1427-0000		(518)664-2520
162304	162321	361644	WEVER MOBIL MART	219 GUIDEBOARD RO	HALFMOON	NY	12188	1			916379	(518)383-9189
162304	162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOKE	NY	12154	1				(518)753-4072
162304	162321	450796	WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT	NY	12831	1				(518)584-5884
162304	162321	484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	12170	1				(518)664-4121
162304	162321	553883	BONFARE FN PD	GEYSER ROAD	BALLSTON SPA	NY	12020	1				(518)885-7519
162304	162321	624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	12047	1				(518)237-0530
162304	162321	677775	GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SPA	NY	12020	1				(518)885-4847
162304	162321	689443	MALTA CORNER	MINI MART	BALLSTON SPA	NY	12020	1				(518)899-3306
162304	162321	701435	BONFARE CONVENIENT	RR 3	BALLSTON SPA	NY	12020	1				(518)899-4498
162304	162321	744043	WEVER CAR WASH	ROUTE 29 & 40	GREENWICH	NY	12834	1				(518)692-3196

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 700927 71000 WIN OCT HAT  
 TEMPLATE SEQ : 0018  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162304	162322	767857	POWERS BONPARE 5102	389 TROY SCHENECT	LATHAM	NY	12110	1				(518)785-3282
162304	162321	176471	MINI CHOPPER #71	CHURCH ST & RAILR	SARATOGA SPGS	NY	12866	1		1427-0000		(518)584-2770
162305	162326	175575	DELMAR BEVERAGE CTR	242 DELAWARE AVE	DELMAR	NY	12054	1				(518)439-7275
162305	162322	176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	12210	1				(518)462-0886
162305	162324	186732	RED BARREL #16	1 MAIN STREET	MIDDLEBURGH	NY	12122	1		1872-0000	024851	(518)827-5656
162305	162326	241413	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTERLO	NY	12193	2				(518)797-3403
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518)465-5800
162305	162322	385765	ALBANY NEWS & VARIE	396 CENTRAL AVE	ALBANY	NY	12206	1				(518)427-0271
162305		506336	LINDY'S QUICK SHOPP	1 MAIN ST	WORCESTER	NY	12197	1			911065	(607)397-1827
162305	162322	542554	A-PLUS #60009F	1221 WESTERN AVE	ALBANY	NY	12203	1		0362-0102		(518)489-1746
162305	162326	660703	DELAWARE & ELM MOBI	594 DELAWARE AVE	DELMAR	NY	12054	1				(518)439-3682
162305	162327	693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	12401	1				(914)331-7286
162305	162322	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	12206	1				(518)465-8123
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401	2				(914)331-3099
162305		729858	COUNTRYSIDE MOBIL	MART	EAST BERNE	NY	12059	1				(518)872-1989
162306	162326	176271	DAVE'S MARKET	ROUTE 43	STEPHENTOWN	NY	12168	1				(518)733-5733
162306	162328	178609	UNITED SMOKESHOP	2 E MARKET ST	RHINEBECK	NY	12572	1				(914)876-7185
162306	162326	580521	GREENBUSH TAPE&LABE	DBA JIFF E MART	AVERRILL PARK	NY	12018	1			931667	(518)674-0145
162306	162326	619795	MINI CHOPPER #86	53 MAIN ST	CHATHAM	NY	12037	1		1427-0000		(518)392-9550
162306	162327	685842	CORNER STORE	RT. 209 & LEGGETT	STONE RIDGE	NY	12484	1				(914)687-9141
162306	162327	705374	M&S MART, INC.	6337 RT. 209 & 42	KERHONKSON	NY	12446	1				(914)626-0623
162306	162326	706812	CPF SUNOCO CHATHAM	52 HUDSON AVE	CHATHAM	NY	12037	1				(518)392-5442
162306	162325	728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	12144	1				(518)477-4410
162306	162325	767452	BONFARE FN FD 51031	908 RIVER ST	TROY	NY	12180	1			1031	(518)273-8215
162308	162329	444732	MALWA CORPORATION	266 STATE ROUTE 5	LAGRANGEVILLE	NY	12540	1			943266	(914)452-3060
162308	162329	701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS FLS	NY	12590	1				(914)297-6880
162308	162328	740272	COBBLE POND FARMS	ROUTE 82	STANFORDVILLE	NY	12581	1				(914)868-7031
162605	162226	039829	RED BARREL #9	MAIN STREET	CHENANGO BRIDG	NY	13745	1		1872-0000	024786	(607)648-2844
162605	162228	269986	SUNOCO COOP #7471	N MAIN & SECOND	ELMIRA	NY	14901	1		0362-0309		(607)732-9710
162605	162228	515814	SUNOCO COOP #7473	48 DENISON PARKWA	CORNING	NY	14830	1		0362-0309		(607)936-9713
162605	162228	691794	SUNOCO COOP #7475	501 E WATER ST	ELMIRA	NY	14901	1		0362-0309		(607)734-9060
162605	162228	764325	SUNOCO COOP #7474	1123 S MAIN ST	HORSEHEADS	NY	14845	1	NYS	0362-0309		(607)739-3715

PAGE BREAK TOTAL ACCOUNTS 117 TOTAL QUANTITY 148

TEMPLATE TOTAL ACCOUNTS 117 TOTAL QUANTITY 148

09/23/97

ACCOUNT NUMBER: 194040	FINKLE DIST INC
VOUCHER NUMBER: 15371169	ROUTE 30
DATE WRITTEN: 09/23/97	MAYFIELD , NY 12117
STATUS: PAID	
AMOUNT PAID: 276.36	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	9.87	276.36

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/SR 162303

51845 8572